

Appendix O

Advertisements Published in British Newspapers between 1774 and 1820 for the Sale of Second-Hand Pianos Made during the Late Eighteenth Century by Eminent London Piano Makers

During the late eighteenth and early nineteenth centuries, many second-hand pianos were advertised for sale in British newspapers. The list below contains a number of second-hand pianos advertised for sale in British newspapers between 1774 and 1820 (inclusive). Although the list is not exhaustive, it is representative.

Data are derived using only the advertisements that are the first published in relation to the sale of a particular piano (it was customary to publish several advertisements leading up to the sale of an instrument). Twenty-one makers are represented.

In relation to the listed makers, the earliest advertisement published in a British newspaper announcing the sale of a second-hand piano appears in *The Daily Advertiser* of Tuesday, 18 January 1774: ‘a harpsichord and a piano forte, both by Kirckman.’¹

Late eighteenth and early nineteenth-century newspaper advertisements were consistently specific when identifying a grand piano for sale; when appropriate, the word ‘grand’ was always included. A claviorganum was identified with the word ‘organized’. Sometimes a square piano was referred to as ‘small’—or, more infrequently, as ‘square’. Most commonly, however, a square piano was identified as a ‘piano forte’, ‘piano-forte’, ‘forte piano’ or ‘forte-piano’.

Between 1774 and 1810, a surprising number of second-hand pianos—grand, square and organized—were advertised for sale without the maker’s name; these instruments are not included in the list below.

The list below includes second-hand instruments by Frederick Beck.² The number of second-hand Beck pianos advertised not only reinforces the notion

1 *The Daily Advertiser*, 18 January 1774, No. 13440, p. 5.

2 See also Appendix N, this volume.

that his output was as substantial as that of some eminent late eighteenth-century London piano makers, but also suggests that Beck's instruments did not fade into obscurity for at least several decades after his death. From the very early nineteenth century, Beck's pianos would have been regarded as old-fashioned.

Between 1774 and 1800 (inclusive), the number of second-hand Beck square pianos advertised for sale (23) is exceeded only by those made by: Longman & Broderip (30), and Christopher Ganer (37).

Between 1801 and 1810 (inclusive), the number of second-hand Beck square pianos advertised for sale (three) is exceeded by those made by: Jacob Kirckman (four); William Rolfe (four); Christopher Ganer (six); Longman & Broderip (11); and John Broadwood (24).

Between 1811 and 1820 (inclusive), the number of second-hand Beck square pianos advertised for sale (two) is exceeded by those made by: Christopher Ganer (three); Robert Stodart (eight); William Rolfe (nine); Longman & Broderip (15); Muzio Clementi (19); and John Broadwood (52).

1774–1800 (Inclusive)

- George Astor: None.
- James Ball: Five square pianos.
- Frederick Beck: 23 square pianos; one grand piano.
- Adam Beyer: Five square pianos (one of which was a claviorganum)—
All the capital and peculiarly excellent musical instruments, scarce manuscript, and printed music, &c. late the property of a distinguished personage, of high rank, deceased: consisting of a fine-toned organized piano forte, by Green and Beyer.³
- John Broadwood: Six square pianos; six grand pianos (one of which was a claviorganum)—
Organized grand piano forte.

To be sold, by private contract, a combined instrument, of which it is presumed to be only necessary to add the names of the constructors; the grand piano forte being by Broadwood, and the organ by Samuel Green; and as the latter, from the multiplicity of his business on a large scale, has declined making organs of this kind in future, it is an opportunity that will never again occur. It was finished in April 1789, has been two years the property of a

3 *The World*, [London], 17 February 1791, No. 1289, p. 4.

gentleman in the country, and is to be seen at Mr. Broadwood's, Great Pulteney-street, Golden-square, where every satisfactory information may be had.

To prevent unnecessary trouble, the price will be 120 guineas.⁴

- Gabriel Buntebart: Two square pianos.
- Bury & Co.: One grand piano (a claviorganum)—'The modern genteel furniture, a brilliant-toned harpsichord by Joshua Done, a fine toned grand piano forte organized, by Bury and Co.'⁵
- Christopher Ganer: 38 square pianos (one of which was a claviorganum): 'All the elegant household furniture, china, a fine toned organized piano forte, by Gainer.'⁶
- George Garcka: Four square pianos (one of which was a claviorganum)—
A valuable museum of natural and artificial curiosities, the property of James Walker, Esq: F. A. S. Deceased.

Late Marshall of the King's Bench. Who has collected them at a great expence.

Comprising shells, moths, minerals, fossils, models carved in wood, carvings in ivory, organized piano forte, by Garcka and Holland.⁷

- John Crang Hancock: Five square pianos.
- Henry Holland: Three square pianos (one of which was a claviorganum)—'The genteel, neat, and excellent household furniture, china, fine table and bed linen, a capital organized piano forte, by Holland';⁸ one grand piano.
- Jacob Kirckman: Six square pianos; two grand pianos.
- Longman & Broderip: 38 square pianos (eight of which were claviorgana); three grand pianos.
- George Pether: Four square pianos (one of which had: 'three pedals, and buff-stop with pedal');⁹ five grand pianos.
- Johannes Pohlman(n): One square piano.
- Robert Stod(d)art: Two square pianos; 11 grand pianos.

4 *The World*, [London], 14 April 1791, No. 1337, p. 1.

5 *The Oracle and Daily Advertiser*, [London], 15 May 1800, No. 22287, p. 5.

6 *The World*, [London], 12 March 1792, No. 1622, p. 4.

7 *The World*, [London], 24 May 1791, No. 1371, p. 4.

8 *The Times*, [London], 6 May 1793, No. 2603, p. 4.

9 *The Morning Chronicle*, 9 July 1800, No. 9713, p. 5.

1801–1810 (Inclusive)

- George Astor: Two square pianos.
- James Ball: Two square pianos; four grand pianos.
- Frederick Beck: Three square pianos.
- Adam Beyer: One square piano.
- John Broadwood: 24 square pianos; 14 grand pianos.
- Muzio Clementi: Two square pianos; one upright grand piano.
- Christopher Ganer: Six square pianos.
- George Garcka: One square piano.
- Jacob Kirkman: Four square pianos; five grand pianos.
- Longman & Broderip: 11 square pianos; two grand pianos.
- George Pether: One grand piano.
- William Rolfe: Four square pianos; two grand pianos (one of which was a claviorganum)—

[O]ne of the most brilliant-toned and complete instruments ever made in this country, consisting of an organ and grand piano-forte (with additional keys up to D.), fitted to each other, and forming one elegant instrument. The organ has nine stops, and is built by Allen: and the piano-forte is made by Rolfe. There are two rows of keys, and the simplicity observed in the construction of the movements, cause them to act with great facility. Those who love to extemporise, and indulge in the effusions of fancy, will find in this instrument an infinite variety.¹⁰

- Frederick and Christian Schoene: One square piano.
- John Henry Schrader: One square piano (by 'Schrader and Hart').
- Robert Stodart: Three square pianos; 21 grand pianos; two upright grand pianos.
- Charles Trute: One square piano.

1811–1820 (Inclusive)

- George Astor: One square piano.
- James Ball: One square piano; three upright grand pianos.
- Adam Beyer: One square piano.
- John Broadwood: 52 square pianos; 44 grand pianos; two upright grand pianos.

¹⁰ *The Morning Post*, 21 November 1808, No. 11799, p. 1.

- Muzio Clementi: 19 square pianos; two grand pianos; three upright grand pianos.
- Christopher Ganer: Three square pianos.
- Henry Holland: One square piano; one grand piano.
- Longman & Broderip: 15 square pianos; seven grand pianos; one upright grand piano.
- John Preston (probably only a dealer): One square piano.
- William Rolfe: Nine square pianos; one grand piano; one cabinet piano.
- Frederick and Christian Schoene: One square piano.
- Robert Stodart: Eight square pianos; 32 grand pianos; 12 upright grand pianos; one cabinet piano.

This text is taken from *The First Fleet Piano: A Musician's View, Volume Two*, by Geoffrey Lancaster, published 2015 by ANU Press, The Australian National University, Canberra, Australia.